

# MacCord Mason

## ATTORNEYS AT LAW

*A Professional Limited Liability Company*

EDWARD W. RILEE  
 HOWARD A. MACCORD, JR.  
 WILLIAM J. MASON  
 JAMES L. LESTER  
 GILBERT J. ANDIA, JR.  
 STANISLAV ANTOLIN  
 JAMES N. ROGERS‡  
 DEAN M. TURMAN\*  
 \*not admitted in NC, admitted WV  
 \*not admitted in NC, admitted FL  
 BEN D. FRINK  
 Registered Patent Agent

PATENTS, TRADEMARKS, COPYRIGHTS,  
 TRADE SECRETS, LICENSING,  
 AND UNFAIR TRADE PRACTICES

1600 FIRST UNION TOWER  
 300 NORTH GREENE STREET  
 POST OFFICE BOX 2874  
 GREENSBORO, NORTH CAROLINA 27402

[www.maccordmason.com](http://www.maccordmason.com)

Greensboro Office:  
 (336) 273-4422  
 Fax: (336) 271-2830

Wilmington Office:  
 (910) 256-3557  
 Fax (910) 256-0523

Original Will Follow Via:

<input type="checkbox"/> Mail	<input type="checkbox"/> Courier
<input type="checkbox"/> Hand Delivery	<input type="checkbox"/> With Enclosures
<input type="checkbox"/> Without Enclosures	<input type="checkbox"/> International Airmail

Will Not Follow

## TELEFAX COVER SHEET

TO:	FROM:	
Examiner Jin-Cheng Wang	Howard A. MacCord, Jr.	
ORGANIZATION/FIRM:	DATE:	
U.S. PTO	March 3, 2003	
FAX NUMBER:	RECIPIENT'S PHONE NUMBER:	
(703) 308-6606	(703) 605-1213	
TOTAL # OF PAGES (Including Cover):	YOUR E-MAIL ADDRESS:	
9	amaccord@maccordmason.com	
RE:	Amendment in response to the Office Action mailed December 5, 2002 for Serial No. 09/676,445; Filed 09/29/2000; For USE OF VECTOR GRAPHICS IN PAPER PRINTING AND WEBSITE DEVELOPMENT; Our File No. 8012-001	

NOTES/COMMENTS:

Confidentiality Notice

The information contained in this fax transmittal is privileged and confidential, intended for the addressee only. If you are neither the intended recipient nor the employee or agent responsible for delivering this message to the intended recipient, any disclosure of this information in any way or taking of any action in reliance on this information is strictly prohibited. If you have received this fax in error, please notify the person transmitting the information immediately.

Christian E. Carter

Telefax Operator

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

#5/0  
3-10-03

In re Application of: William B. Franklin, et al.  
Serial No.: 09/676,445  
Filed: September 29, 2000  
Confirmation No.: 3483  
For: USE OF VECTOR GRAPHICS IN PAPER PRINTING AND WEBSITE  
DEVELOPMENT

Examiner: Wang  
Art Unit: 2672

Official  
RECEIVED  
3/3/03

Commissioner for Patents  
Washington, DC 20231

Sir:

AMENDMENT

In response to the Office Action mailed December 5, 2002, please amend the above-identified application as shown. If any Extension of Time or additional fees for the accompanying response are required, the Commissioner is hereby authorized to charge any additional fees which may be required to Deposit Account 501923.

In the Claims:

Please amend claims 28 and 29 to read as follows:

Replacement Claims in Clean Form

28. (Amended) A method of displaying a plurality of products on a website in connection with the offering for sale of the plurality of products, the method comprising:  
a/ creating a vector graphics data file, wherein the vector graphics data file includes data capable of being converted to a press plate to create a catalog printed on paper;  
b/ deriving from the vector graphics data file an electronic catalog, wherein the electronic catalog appears to be substantially identical to the catalog printed on paper;  
c/ and  
making the electronic catalog available for viewing using a browser.